

mined area, without being limited thereto. According to an exemplary embodiment, the predetermined area may correspond to the main viewing area as described above. Data regarding an area subject to color distribution may be stored in the memory of the display apparatus or the external server, and thus the display apparatus may determine the area subject to color distribution by using the data.

[0157] In this case, the display apparatus may determine at least one of the main target and the sub-target per every scene. That is, the display apparatus may not change the main target or the sub-target while one scene is maintained to prevent the user from being confused.

[0158] The display apparatus may set degrees of color conversion for at least one of the main target and the sub-target and perform color conversion based on the set degrees of color conversion (**810**). In this case, the degree of color conversion may refer to intensity of color conversion or conversion rate of color. In this case, the degree of color conversion may be preset or relatively set for each of the main target and the sub-target.

[0159] For example, the display apparatus may cause color difference by setting a color enhance gain for the main target as twice and a color enhance gain for the sub-target as 1.1 times.

[0160] Meanwhile, the degree of color conversion of the display apparatus is not limited to those described above. Any method of performing color conversion to emphasize the main target may also be used without limitation, for example, such that the distance between the color of the main target and the main color is shorter than the distance between the color of the sub-target and the sub-color in the color space.

[0161] The display apparatus may display a color-converted image via the display panel (**820**). The display apparatus according to an exemplary embodiment may realize vivid colors without having image quality deterioration and reproduce an image having high immersive feeling by performing color conversion only on at least one of the main target and the sub-target with different degrees of color conversion or different color conversion rates instead of performing color conversion on all objects included in the image.

[0162] Although exemplary embodiments have been provided for illustrative purposes, those skilled in the art will appreciate that various modifications are possible, without departing from the scope and spirit of the invention as disclosed in the accompanying claims.

[0163] The terms used in the present specification are merely used to describe exemplary embodiments, and are not intended to limit the present disclosure. An expression used in the singular encompasses the expression of the plural, unless it has a clearly different meaning in the context. In the present specification, it is to be understood that the terms such as “including” or “having,” etc., are intended to indicate the existence of the features, numbers, operations, components, parts, or combinations thereof disclosed in the specification, and are not intended to preclude the possibility that one or more other features, numbers, operations, components, parts, or combinations thereof may exist or may be added.

[0164] It will be understood that, although the terms “first”, “second”, etc., may be used herein to describe various elements, these elements should not be limited by these terms. The above terms are used only to distinguish

one component from another. For example, a first component discussed below could be termed a second component, and similarly, a second component may be termed a first component without departing from the teachings of this disclosure. As used herein, the term “and/or” includes any and all combinations of one or more of the associated listed items. Expressions such as “at least one of,” when preceding a list of elements, modify the entire list of elements and do not modify the individual elements of the list.

[0165] In addition, the terms “unit”, “device,” “block”, “member”, and “module” used herein refer to a unit which can be embodied as software stored in a memory, hardware such as field-programmable gate array (FPGA) or application specific integrated circuit (ASIC), or a combination thereof, for processing at least one function and performing an operation. However, the terms “unit”, “device,” “block”, “member”, and “module” are not limited to software or hardware. The “unit”, “device,” “block”, “member”, and “module” may be stored in a storage medium and implemented by one or more processors.

[0166] Although exemplary embodiments have been shown and described, it should be appreciated by those skilled in the art that changes may be made in the exemplary embodiments without departing from the principles and spirit of the disclosure, the scope of which is defined in the claims and their equivalents.

What is claimed is:

1. A display apparatus comprising:

- a color selector configured to select a preferred color corresponding to at least one among a main target and a sub-target determined in an image based on color distribution;
- a color converter configured to perform color conversion by setting a degree of color conversion of at least one among the main target and the sub-target and converting a color of the at least one among the main target and the sub-target in the image based on the set degree of color conversion; and
- a controller configured to display the image via a display panel.

2. The display apparatus according to claim 1, wherein the color selector is further configured to determine at least one among the main target and the sub-target by analyzing color distribution of a main viewing area in the image.

3. The display apparatus according to claim 1, wherein the color selector is further configured to determine at least one among the main target and the sub-target based on at least one among a distribution amount and a distribution degree of colors in a main viewing area of the image.

4. The display apparatus according to claim 1, wherein the color selector is further configured to analyze distribution amounts and distribution degrees of colors in a main viewing area of the image, set priorities to the analyzed distribution amounts and distribution degrees of colors, and determine the main target and the sub-target based on the set priorities.

5. The display apparatus according to claim 1, wherein the color selector is further configured to set a preferred color for the main target as a main color and a preferred color for the sub-target as a sub-color in a color space.

6. The display apparatus according to claim 2, wherein the color selector is further configured to analyze color distribution of an entire viewing area and determine at least one